

A Primer for Managing Knowledge in Public Health

PHIN Conference Session:
Knowledge Management Model
Processes and Practice
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Presenter: Jason Bonander

Contact: jbonander@cdc.gov



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Objective

- Touch on the role of Knowledge Management and PHIN
- Review initial KM requirements gathering sessions conducted last year (collaborative effort between ASTHO and CDC)
- Review initial findings from the sessions and possible framework for future discussion
- Next steps / Discussion Points



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Knowledge Management and PHIN

- Standards
 - Information categorization (vocabulary)
 - Information sharing (exchange and collaboration)
- Beginning to surface in other areas of PHIN
 - Partner Communications and Alerting & Public Health Directory
 - Could be backbone of a national public health “expertise” repository
 - PHIN Vocabulary & Public Health Thesaurus
 - Expanded to capture information categorization needs
- Extant in many current public health systems
 - E.g. Epi-X and many other state-specific alerting and collaborative systems
 - Myriad of existing databases throughout public health
- Allowing appropriate access within and across these systems



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Requirements Sessions

- Begin a dialogue with public health professionals around what knowledge management means
- What kind of needs did public health professionals have and what kind of KM or KM-like activities did they currently engage in?
 - 2004 PHIN Conference*
 - ASTHO/CDC KM meeting in Chicago, 7/04*
 - ASTHO KM Conference Call, 10/04
- Needed to contextualize the needs and also wanted to begin thinking about a framework for understanding KM
- Result of sessions published by ASTHO: “Knowledge Management for Public Health Professionals”
 - Good overview of KM and provides a number of examples of public health KM in practice

* Facilitated by Ross & Associates



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Requirements Sessions: Input



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Requirements Sessions: Activity Categories/Functions

- **Contribute** - add to knowledge of an enterprise
 - Publish data, collect, validate, share data sets
- **Find** - search, identify, locate information
 - Context, topic, spatial queries
- **Select** - extract, consolidate derived data sets
 - Drill downs, data mining
- **Analyze** - integrate, transform and interpret data
 - Context assessment; determine cause; spatial assessment
- **Collaborate** - work with others by sharing data, documents, discussions, expertise tools and resources
- **Communicate** - broadcast, alert, distribute information
 - Directed/general communication, online learning
- **Technology**
 - Architecture, presentation, navigation, organization, security



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Framework for KM Value : PH Impact

	Contribute	Find	Select	Analyze	Collaborate	Communicate
Monitor						
Diagnose/ investigate						
Inform/ empower						
Mobilize						
Develop policies						
Enforce						
Link						
Assure						
Evaluate						
Research						
Z Axis Variables: Content, Culture, Process and Technology						



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Next Steps / Discussion Points

- Work at local, state, national and international levels to
 - Begin to draw useful limits around what “counts” as KM
 - Collaborate on business cases for knowledge management investments
 - Drive requirements that are rooted in public health practice and impact
 - Create partnerships with business schools or others who have thought about KM in diverse, non-traditional for PH, settings
 - Establish a culture that encourages investment in information sharing
- Begin building out the KM Value Matrix and discern if it is a valuable tool in defining KM value : PH impact.
- Address and agree on standards (though some useful ones may be emerging out of PHIN)

